



WCPO

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ORDER

Print Date 09/24/12

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Flight Dates 09/25/12-10/01/12

Contract / Revision 312177 /

Original Date / Revision
09/24/12 09/24/12

Advertiser Friends of Brown / Democra

Agency Shorr Johnson Magnus

Buying Contact

1831 Chestnut Street
Philadelphia, PA 19103Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Product

Candidate. Friends of Brown Wk #

Agency Com 15%

Billing Contact

1831 Chestnut Street
Philadelphia, PA 19103

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	34	\$32,193.75	\$37,875.00	0.00	08/27/12	09/30/12	34	\$32,193.75	\$37,875.00
October 2012	6	\$6,035.00	\$7,100.00	0.00	10/01/12	10/01/12	6	\$6,035.00	\$7,100.00
Totals	40	\$38,228.75	\$44,975.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	09/25/12	10/01/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	8	\$400.00	P-3	0.00	NM	10	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--		8			\$400.00			0.00			
		Week: 10/01/12	10/07/12	M-----		2			\$400.00			0.00			
N 2	WCPO	09/25/12	10/01/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--		4			\$400.00			0.00			
		Week: 10/01/12	10/07/12	M-----		1			\$400.00			0.00			



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Hiatus Dates

Original Date / Revision 09/24/12/ 09/24/12

Order Sep 00:20:00

Advertiser Friends of Brown / Democr Product Candidate. Friends of Brow Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WCPO	09/25/12	10/01/12	M-F 730-8p 730-8p Let's Ask America	CM	M-F 730-8p	MTWTF--	:30	4	\$500.00	P-3	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWTF--					4	\$500.00		0.00			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 4	WCPO	09/25/12	10/01/12	SA 730-8p SA730-8P	CM	730-758p	-----S-	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-					1	\$400.00		0.00			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 5	WCPO	09/25/12	10/01/12	M-F 7-730p 7-730p The List	CM	M-F 7-730pm	MTWTF--	:30	4	\$500.00	P-3	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWTF--					4	\$500.00		0.00			
		Week: 10/01/12	10/07/12	M-----					1	\$500.00		0.00			
N 6	WCPO	09/25/12	10/01/12	SA 7-730p SA7-730P	CM	658-730p	-----S-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-					1	\$500.00		0.00			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 7	WCPO	09/25/12	10/01/12	M8-10p Dancing M8-10p Dancing	CM	8-10p	M-----	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----					0	\$0.00		0.00			
		Week: 10/01/12	10/07/12	M-----					1	\$4,500.00		0.00			
N 8	WCPO	09/25/12	10/01/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	-T-----	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-T-----					1	\$4,000.00		0.00			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 9	WCPO	09/25/12	10/01/12	Thursday Prime B Thursday Prime B	CM	9-10p	---T---	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---T---					1	\$6,000.00		0.00			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 10	WCPO	09/25/12	10/01/12	Sunday Prime C Sunday Prime C	CM	9-10p	-----S	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					1	\$4,000.00		0.00			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 11	WCPO	09/25/12	10/01/12	Tuesday Prime Special Tuesday Prime Special	CM	8-11p	-T-----	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-T-----					1	\$3,000.00		0.00			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 12	WCPO	09/25/12	10/01/12	Wednesday Prime B Wednesday Prime B	CM	9-10p	--W----	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--W----					1	\$6,000.00		0.00			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 13	WCPO	09/25/12	10/01/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTF-S	:30	5	\$900.00	P-3	0.00	NM	6	\$5,400.00



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Order Sep 00:20:00

Advertiser **Friends of Brown / Democr** Product **Candidate. Friends of Brow** Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 13	WCPO	09/25/12	10/01/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTF-S	:30	5	\$900.00	P-3	0.00	NM	6	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF-S					5	\$900.00		0.00			
		Week: 10/01/12	10/07/12	M- - - - -					1	\$900.00		0.00			
N 14	WCPO	09/25/12	10/01/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	- - - - - S	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- - - - - S					1	\$375.00		0.00			
		Week: 10/01/12	10/07/12	- - - - -					0	\$0.00		0.00			
N 15	WCPO	09/25/12	10/01/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	- - - - - S	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- - - - - S					1	\$300.00		0.00			
		Week: 10/01/12	10/07/12	- - - - -					0	\$0.00		0.00			
													Totals	40	\$44,975.00